8/9/88 C7715-3 A

MAY
1988

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

®

1

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	MAY		% '88 VS '87	% IND	
	1988	1987		1988	1987
CHRYSLER	23936	22809	104.94	2.74	2.75
(Laser)	-	341	-	-	.04
(Le Baron/GTS)	12721	12536	101.48	1.46	1.51
(NY/5 AV/Newport)	10338	8952	115.48	1.18	1.08
DODGE	42994	31304	137.34	4.92	3.78
(Daytona)	7152	2821	253.53	.82	.34
(Omni/Shadow)	12101	11119	108.83	1.38	1.36
(Aries)	8255	6836	120.76	.94	.82
(Lancer)	887	1497	59.41	.10	.18
(600)	1293	2591	49.90	.15	.31
(Diplomat/Dynsty)	8528	857	995.10	.98	.10
PLYMOUTH	28838	29177	98.84	3.30	3.51
(Horizn/Sundance)	11797	12464	94.65	1.35	1.50
(Reliant)	10396	7904	131.53	1.19	.95
(Caravelle)	1290	2821	45.73	.15	.34
(Gran Fury)	1130	864	130.79	.13	.10
EAGLE	4481	3939	113.76	.51	.47
(Allnc/Eagl/Prem)	3930	2699	145.61	.45	.32
CHRYSLER CORP.	100249	87229	114.93	11.47	10.51
FORD	131979	121574	108.56	15.10	14.64
(Escort)	28350	32465	87.32	3.24	3.90
(Probe)	3908	-	-	.45	-
(Mustang)	17004	13517	125.80	1.95	1.63
(Tempo)	23508	21923	107.23	2.69	2.64
(Taurus)	32899	30308	108.55	3.76	3.65
(Crown Victoria)	9718	13089	74.25	1.11	1.58
(T'Bird)	11494	9799	117.30	1.32	1.18
LINCOLN	16210	13945	116.24	1.86	1.68
MERCURY	42831	39261	109.09	4.90	4.73
(Topaz)	6618	6201	106.72	.76	.75
(Sable)	11064	7715	143.41	1.27	.93
(Grand Marquis)	10341	10410	99.34	1.18	1.25
(Cougar)	10250	9283	110.42	1.17	1.12
LINC/MERC. DIV.	60009	53707	111.73	6.87	6.47
FORD MOTOR CO.	191988	175283	109.53	21.97	21.11
BUICK	43900	43805	100.22	5.02	5.28
(Skyhawk)	2461	3480	70.72	.28	.42
(Somerset/Skylrk)	4755	5925	80.25	.54	.71
(Century)	9254	12711	73.59	1.07	1.54
(Regal)	9725	4048	240.24	1.12	.49
(Riviera)	702	1367	51.35	.08	.16
(Reatta)	344	-	-	.04	-
CADILLAC	22750	21408	106.27	2.60	2.58
(Allante)	353	187	188.77	.04	.02
(Cimarron)	590	1243	47.47	.07	.15
(Eldorado)	2602	1641	158.56	.29	.21
(Seville)	1717	1617	106.18	.20	.19
CHEVROLET	132886	131791	100.83	15.22	15.86
(Celebrity)	21556	30933	69.69	2.47	3.72
(Corsica)	19823	7802	254.08	2.27	.94
(Beretta)	16341	8847	184.71	1.87	1.07
(Cavalier)	25864	23608	109.56	2.97	2.84
(Camaro)	9248	11220	82.42	1.06	1.35
(Corvette)	2215	2282	97.06	.25	.27
(Monte Carlo)	3357	5644	59.51	.38	.68
OLDSMOBILE	59727	60254	99.12	6.84	7.26
(Firenza)	909	1366	66.54	.10	.16
(Calais)	8761	8623	101.60	1.00	1.04
(Cutless Ciera)	18764	20128	93.22	2.16	2.43
(Cutless)	8537	8330	102.48	.98	1.00
(Toronado)	1503	1418	105.99	.17	.17
PONTIAC	68185	59506	114.59	7.80	7.17
(1000)	6	507	1.18	-	.06
(Sunbird)	7357	7408	99.31	.84	.89
(Grand Am)	19894	18762	106.03	2.27	2.27
(6000)	8978	10545	85.14	1.03	1.27
(Bonneville)	9153	7919	115.58	1.05	.95
(Firebird)	5730	7943	72.14	.66	.96
(Fiero)	2188	4386	49.89	.25	.53
(Grand Prix)	8032	1282	626.52	.92	.15
GEN. MTRS. CORP.	327448	316767	103.37	37.48	38.15
Misc. Domestic	6	1	600.00	-	-
Other Import	254148	250941	101.28	29.08	30.23
U.S. TOTAL	873839	830221	105.25		

UNITED STATES SUMMARY
MAY 1988 ISSUED 07/88

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NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '88 VS '87	% IND		YEAR END
	1988	1987		1988	1987	1987
CHRYSLER	133601	105647	126.46	3.16	2.62	296362
(Laser)	-	3416	-	-	.08	4792
(Le Baron/GTS)	66706	54435	122.54	1.58	1.35	164640
(NY/S AV/Newport)	62972	42985	146.50	1.49	1.07	115735
DODGE	200100	174290	114.81	4.73	4.33	407174
(Daytona)	30103	9307	323.44	.71	.23	37071
(Omni/Shadow)	51806	54272	95.46	1.23	1.35	116654
(Aries)	47153	43002	109.65	1.11	1.07	101062
(Lancer)	5160	11026	46.80	.12	.27	22793
(600)	8956	15294	58.56	.21	.38	36660
(Diplomat/Dynsty)	33381	4753	702.31	.79	.12	15206
PLYMOUTH	142239	160070	88.86	3.36	3.98	343981
(Horizn/Sundance)	50209	60986	82.33	1.19	1.52	123956
(Reliant)	56677	47926	118.26	1.33	1.19	103069
(Caravelle)	9614	15428	62.32	.23	.38	35869
(Gran Fury)	4695	3176	147.83	.11	.08	7703
EAGLE	23561	16497	142.82	.56	.41	44626
(Allnc/Eagl/Prem)	15894	13472	117.98	.38	.33	30921
CHRYSLER CORP.	499501	456504	109.42	11.81	11.34	1092143
FORD	633330	576183	109.92	14.97	14.31	1417270
(Escort)	145210	149778	96.95	3.43	3.72	392758
(Probe)	6905	-	-	.16	-	-
(Mustang)	77104	74630	103.32	1.82	1.85	170566
(Tempo)	110008	106448	103.34	2.60	2.64	222963
(Taurus)	164523	144796	113.62	3.90	3.60	356457
(Crown Victoria)	48251	52583	91.76	1.14	1.31	118312
(T'Bird)	54682	47106	116.08	1.29	1.17	131544
LINCOLN	74163	64845	114.37	1.75	1.61	166599
MERCURY	198852	178496	111.40	4.71	4.44	463432
(Topaz)	31064	29400	105.66	.73	.73	63126
(Sable)	49980	38032	131.42	1.20	.94	102767
(Grand Marquis)	46629	47204	98.78	1.10	1.18	117885
(Cougar)	46943	39908	117.63	1.11	.99	109922
LINC/MERC. DIV.	276903	245884	112.62	6.55	6.11	643473
FORD MOTOR CO.	910233	822067	110.72	21.52	20.42	2060743
BUICK	233768	221543	105.52	5.53	5.50	556122
(Skyhawk)	13258	15531	85.36	.31	.39	39454
(Somerset/Skylrk)	22989	29637	77.57	.54	.74	67880
(Century)	46508	64039	72.62	1.10	1.58	151884
(Regal)	48442	20056	241.53	1.16	.50	58672
(Riviera)	4416	9603	45.99	.10	.24	16472
(Reatta)	782	-	-	.02	-	10
CADILLAC	102395	101003	101.38	2.42	2.51	258146
(Allante)	1374	509	269.94	.03	.01	2064
(Cimarron)	2790	5482	50.89	.07	.14	12609
(Eldorado)	11204	7452	150.35	.26	.19	20282
(Seville)	8411	9744	86.32	.20	.24	20656
CHEVROLET	627579	615011	102.04	14.83	15.28	1493413
(Celebrity)	110744	150826	73.43	2.62	3.75	313491
(Corsica)	85594	20659	414.32	2.02	.51	100084
(Beretta)	75999	23480	323.68	1.80	.58	108387
(Cavalier)	122883	142756	86.08	2.91	3.55	298778
(Camaro)	38952	53211	73.20	.92	1.32	116656
(Corvette)	9907	10102	98.07	.23	.25	24654
(Monte Carlo)	18362	24942	73.62	.43	.62	63784
OLDSMOBILE	280145	303957	92.17	6.62	7.55	715961
(Firenza)	5744	6514	88.18	.14	.16	17252
(Calais)	39970	41743	95.75	.94	1.04	100706
(Cutlass Ciera)	90672	105632	85.84	2.14	2.62	246275
(Cutlass)	35563	46558	76.38	.84	1.16	95190
(Toronado)	6308	6360	99.18	.15	.16	16111
PONTIAC	310458	287734	107.90	7.34	7.15	696842
(1000)	172	4247	4.05	-	.11	5897
(Sunbird)	32261	36890	87.45	.76	.92	80120
(Grand AM)	95169	91098	104.47	2.27	2.25	213778
(6000)	40220	53849	74.69	.95	1.34	124111
(Bonneville)	49145	37000	132.82	1.16	.92	99722
(Firebird)	24944	32100	77.71	.59	.80	73641
(Fiero)	11196	20591	54.37	.26	.51	42466
(Grand Prix)	29762	7854	378.94	.70	.20	14305
GEN. MTRS CORP.	1554345	1529248	101.64	36.74	37.99	3720484
Misc. Domestic	40	6	666.67	-	-	90
Other Import	1266036	1217629	103.98	29.93	30.25	3248704
U.S. TOTAL	4230155	4025454	105.09			10122154

UNITED STATES SUMMARY

(Memo Total) - Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	MAY	% IND	YEAR TO DATE		% '88 VS '87	% IND	
	1988		1988	1987		1988	1987
Autocar	22	.01	240	598	40.13	.01	.03
Chevrolet	106814	24.73	512819	442194	115.97	24.78	22.93
Dodge	51957	12.03	240264	222974	107.75	11.61	11.56
Ford	128229	29.68	610988	563922	108.35	29.51	29.26
Freightliner	1923	.45	9679	8555	113.14	.47	.44
G.M.C.	30982	7.17	149854	131863	113.64	7.24	6.84
Hino	151	.03	769	590	130.34	.04	.03
Isuzu	6300	1.46	30626	40522	75.58	1.48	2.10
Iveco	180	.04	777	851	91.30	.04	.04
Jeep	19345	4.48	95652	76505	125.03	4.62	3.97
Kenworth	1424	.33	6250	5465	114.36	.30	.28
Mack/Midliner	2350	.54	9232	9327	98.98	.45	.48
Mercedes Benz	294	.07	1203	1797	66.94	.06	.09
Navistar	6438	1.49	32715	25773	126.94	1.58	1.34
Nissan	13764	3.19	68305	92616	73.75	3.30	4.80
Peterbilt	1341	.31	6346	4125	153.84	.31	.21
Plymouth	17634	4.08	76398	46273	165.10	3.69	2.40
Scania	18	-	74	50	148.00	-	-
Volvo	111	.03	661	950	69.58	.03	.05
Western Star	105	.02	626	556	112.59	.03	.03
White	99	.02	1362	3309	41.16	.07	.17
WHITEGMC	910	.21	3079	-	-	.15	-
Other Imports	40763	9.44	207802	248295	83.69	10.04	12.87
Miscellaneous Domestic	842	.19	3847	1629	236.16	.19	.08
U. S. Total	431996		2069568	1928739	107.30		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 25-33	GVW 8 33 & OVER
Autocar	-	-	-	-	-	-	-	240
Chevrolet	298807	195974	10594	695	125	3270	3213	151
Dodge	191387	48877	-	-	-	-	-	-
Ford	318003	266305	-	4950	-	3222	13461	5047
Freightliner	-	-	-	-	-	-	-	9679
G.M.C.	70671	61930	1061	334	1909	5195	7712	1042
Hino	-	-	-	-	216	199	354	-
Isuzu	28456	-	1747	99	177	32	115	-
Iveco	-	-	373	217	112	75	-	-
Jeep	90066	5586	-	-	-	-	-	-
Kenworth	-	-	-	-	-	-	183	5067
Mack/Midliner	-	-	-	-	-	586	1031	7515
Mercedes Benz	-	-	-	-	-	415	788	-
Navistar	-	-	-	60	144	10022	9651	12838
Nissan	67788	-	-	-	291	100	126	-
Peterbilt	-	-	-	-	-	-	137	6209
Plymouth	76398	-	-	-	-	-	-	-
Scania	-	-	-	-	-	-	-	74
Volvo	-	-	-	-	-	-	530	131
Western Star	-	-	-	-	-	-	-	626
White	-	-	-	-	-	-	-	1362
WHITEGMC	-	-	-	-	-	-	20	3059
Other Imports	205736	1108	506	-	126	217	109	-
Miscellaneous Domestic	-	635	-	2077	413	-	38	684
Total	1347312	580415	14271	8432	3513	23333	37468	54824
1987 Total	1326117	480986	14476	525	3012	15792	37209	50622
1988 vs '87	101.60	120.67	98.58	-	116.63	147.75	100.70	108.30

REGISTRATIONS FOR THE STATE OF MAINE ARE TEMPORARILY DELAYED.

NEW IMPORTED CARS LEADING MAKES

MAKES	YEAR TO DATE 1988		YEAR TO DATE 1987	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Chevrolet Sprint	20132	.48	19293	.48
Chevrolet Spectrum	28829	.68	32137	.80
Chrysler Conquest	3923	.09	4811	.12
Dodge Colt/SW	18424	.44	16759	.42
Dodge Colt Vista SW	4055	.10	6834	.17
Eagle Medallion	7667	.18	2816	.07
Ford Festiva	26647	.63	453	.01
Plymouth Colt/SW	16368	.39	15169	.38
Plymouth Colt Vista SW	3718	.09	6128	.15
Pontiac LeMans	24471	.58	-	-
Merkur XR4	2097	.05	2507	.06
Scorpio	1791	.04	36	-
Tracer	21955	.52	3141	.08
Others	-	-	534	.01
Total Domestic Sponsored Imports	180077	4.26	110618	2.75
OTHER IMPORTS				
Acura	46306	1.09	38254	.95
BMW	29032	.69	33304	.83
Honda	253775	6.00	239709	5.95
Hyundai	112088	2.65	96518	2.40
Mazda	101486	2.40	71584	1.78
Mercedes Benz	34066	.81	39465	.98
Mitsubishi	21657	.51	22122	.55
Nissan	183598	4.34	201261	5.00
Saab	16105	.38	16819	.42
Subaru	61465	1.45	60229	1.50
Toyota	239746	5.67	214184	5.32
Volkswagen	72298	1.71	65364	1.62
Volvo	35078	.83	40769	1.01
Yugo	13637	.32	21225	.53
Others	45699	1.08	56822	1.41
Total Other Imports	1266036	29.93	1217629	30.25
GRAND TOTAL ALL IMPORT CARS	1446113	34.19	1328247	33.00

NEW IMPORTED LIGHT TRUCKS LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Dodge RAM 50	25238	1.22	29391	1.52
Dodge RAIDER	3348	.16	6743	.35
OTHER IMPORTS				
Isuzu	28456	1.37	38518	2.00
Mazda	41058	1.98	51621	2.68
Mitsubishi	22528	1.09	21476	1.11
Nissan	67788	3.28	91903	4.76
Subaru	26	-	1124	.06
Suzuki	28837	1.39	32581	1.69
Toyota	110206	5.33	137363	7.12
Volkswagen	2856	.14	3541	.18
Others	1333	.06	239	.01
Total Other Import Trucks	303088	14.64	378366	19.62
GRAND TOTAL ALL IMPORT TRUCKS	331674	16.03	414500	21.49

UNITED STATES SUMMARY

"COMPILED FROM OFFICIAL STATE RECORDS BY R. L. POLK & COMPANY. SUPPLIED TO SUBSCRIBERS FOR INTERNAL USE. RE-SALE, REPUBLISHING OR SHARING PROHIBITED."

NEW VEHICLE REGISTRATIONS-UNITED STATES
CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1978	10946104	3963340
*1979	10356695	3472209
*1980	8786927	2476777
*1981	8443919	2185489
*1982	7754342	2430471
*1983	8924186	2976556
(1)1984	10128729	4048998
1985	10888608	4675192
1986	11139842	4801021
1987	10122154	4938637

TOTALS INCLUDE ALASKA & HAWAII - *OKLAHOMA NOT AVAILABLE
(1) REVISED 10/85 R. L. POLK & CO. R.1-88

NEW TRUCK BUYERS RATE MAIL BROCHURES AS MORE HELPFUL THAN AUTOMOTIVE ADVERTISING IN:

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